

## Message Text

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SUBJ: FOREIGN BUYERS PROGRAM: FINAL REPORT OF THE  
COLOMBIAN BUYERS GROUP TO THE PAS-IASI SHOW,  
SAN FRANCISCO, CALIFORNIA

REF: (A) 75 BOGOTA 11050 (B) 75 USDOC 17580; (C) BOGOTA 3648

1. THE POST PROMOTIONAL EFFORT TO ORGANIZE A COLOMBIAN  
BUYERS GROUP TO THE PAS-IASI AUTOMOTIVE SHOW RESULTED IN THE  
ATTENDANCE OF 38 INFLUENTIAL COLOMBIAN BUSINESSMEN REPRESENTING  
28 FIRMS AS A PART OF THE OFFICIAL EMBASSY-ORGANIZED GROUP,  
WHILE ANOTHER 47 COLOMBIAN REPRESENTATIVES OF THE AUTOMOTIVE  
INDUSTRY VISITED THE SHOW AS A DIRECT RESULT OF THIS  
EXTENSIVE PROMOTIONAL CAMPAIGN. IN ALL, OVER 60 COLOMBIAN  
AUTOMOTIVE FIRMS WERE REPRESENTED. THE OFFICIAL COLOMBIAN  
BUYERS GROUP CONSISTED OF:  
IMPORTERS, DISTRIBUTORS; RETAILERS; AUTOMOTIVE REPAIR SHOP  
OWNERS; MANUFACTURERS; AND COLOMBIAN REPRESENTATIVES OF US  
FIRMS.

2. BASED ON FINAL EVALUATION QUESTIONNAIRES SUBMITTED BY  
PARTICIPANTS, \$2.7 MILLION IN DIRECT SALES AND \$5.1 MILLION  
IN ONE-YEAR PROJECTED PURCHASE WERE GENERATED BY THE COLOMBIAN  
GROUP. EACH FIRM BROUGHT AN AVERAGE OF \$44,300 WITH AVERAGE  
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PROJECTED ONE-YEAR PURCHASES OF \$85,700. HOWEVER, THE OAC

REPRESENTATIVE IN COLOMBIA ESTIMATES \$7 MILLION ONE-YEAR PROJECTED PURCHASES. COLOMBIAN FIRMS IMPORT APPROXIMATELY \$100 MILLION ANNUALLY OF AUTOMOTIVE PARTS AND RELATED EQUIPMENT, WITH THE UNITED STATES SUPPLYING 68 PER CENT OF THIS TOTAL. THREE OF THE LARGEST FIRMS WHICH ATTENDED EACH IMPORT OVER \$1 MILLION ANNUALLY. AS EVIDENCED BY THE DIRECT AND ESTIMATED PURCHASES, DE COLOMBIAN BUYERS GROUP WILL ACCOUNT FOR A SIGNIFICANT AMOUNT OF THESE U. S. EXPORTS.

3. AS WELL, TEN REPRESENTATION AGREEMENTS CURRENTLY ARE BEING NEGOTIATED BETWEEN U.S. AND COLOMBIAN COMPANIES, INCLUDING ONE LICENSE ARRANGEMENT FOR THE MANUFACTURE OF AUTOMOTIVE REPAIR EQUIPMENT IN COLOMBIA.

4. 7 NEW-TO-IMPORT FIRMS VISITED THE SHOW FOR THE PURPOSE OF ESTABLISHING DIRECT CONTACT WITH EXPORTERS, JOBBERS, OR SUPPLIERS. 19 OLD-TO-IMPORT FIRMS ATTENDED TO SEEK NEW SOURCES OF EQUIPMENT AND THE NEWEST TECHNOLOGY.

5. COLOMBIAN PARTICIPANTS SHOWED KEEN INTEREST IN: MOTOR VEHICLE SPARE PARTS AND ACCESSORIES, ENGINES, ELECTRICAL PARTS, REPAIR SHOP EQUIPMENT, MECHANIC'S HAND TOOLS, TEST EQUIPMENT, RUBBER AND FRICTION MATERIALS, BODY REPAIR EQUIPMENT, USED ENGINES AND PARTS, AND JUNK ENGINES.

6. ALL GROUP MEMBERS PRAISED THE PROMOTION AND ORGANIZATION OF THE BUYERS GROUP. THEY WERE GIVEN FULL SUPPORT AND COOPERATION BY THE COMMERCIAL SECTION AND MR. AMERICO RIOS, COMMERCIAL ASSISTANT IN THE EMBASSY, WHO SERVED AS ESCORT/CONTROL OFFICER FOR THE GROUP.

7. DURING THE PROMOTION AND RECRUITMENT STAGE OF THE FOREIGN BUYERS GROUP, INVALUABLE ASSISTANCE WAS GIVEN POST BY: OVERSEAS AUTOMOTIVE CLUB; PACIFIC AUTOMOTIVE SHOW; USIS BOGOTA; SAN FRANCISCO DEPARTMENT OF COMMERCE REGIONAL OFFICE, SAN FRANCISCO CONVENTION AND VISITORS BUREAU, AND BRANIFF INTERNATIONAL AIRLINES.

8. DUE TO THE IMPRESSIVE RESULTS OF THIS HIGHLY SUCCESSFUL FOREIGN BUYERS GROUP, POST RECOMMENDS THAT ANOTHER TRADE PROMOTIONAL EFFORT BE DIRECTED TOWARDS THE COLOMBIAN AUTOMOTIVE SERVICES

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INDUSTRY IN THE NEAR FUTURE.  
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